

State of California

Employment Development Department

Labor Market Information Division

Workforce Information Grant Plan

July 1, 2004-June 30, 2005

Support of the California Workforce Investment Board's strategic plan:

Workforce information is literally "Goal One" for the State Board. Workforce information is the key to supporting informed choice in the workforce development system.

"Information - Ensure the most timely, relevant information about changing workforce needs and investment opportunities. "

The State Board has further defined this goal with the following priority statement:

"Information—Produce new and timely information products on regional economic and employment trends, and areas of opportunity for economic growth and competitive advantage, so partners can align resources with changing workforce needs. Information will be provided on an ongoing basis through the California Regional Economies Project and the Council of Economic Advisors."

Broad strategic approach for workforce information delivery to principal customers.

Workforce Information is delivered to customers

- In person,
- By Labor Market Information Division's (LMID) Labor Market Consultants located throughout the state;
- Via a public information call center, which responds to specific telephone or e-mail customer requests;
- Through direct access to Internet web sites;
- Through customized electronic transmission of data; and
- Through printed labor market information publications.
- Recent customer surveys support this array of information services.

ETA REQUIRED CORE PRODUCTS AND SERVICES

1. Continue to populate the ALMIS database

The America's Labor Market Information System (ALMIS) database serves as the primary data repository for the new California web site, www.LaborMarketInfo.edd.ca.gov.

LMID will

- Maintain and keep current the core tables of the California ALMIS database and any tables necessary for the Internet application.
- Develop the necessary applications to efficiently load data into the ALMIS database.
- Use these tools to quickly respond to data requests from the local Workforce Investment Boards and other customers.
- Generate updated occupational licensing information, load these data into the ALMIS database and provide to the National Crosswalk Service Center (NCSC) to be included in ACINet.

Planned milestones

- August 2004—Provide public access to the ALMIS database through the Workforce Informer application. (Completed)
- December 2004—Develop tools to upload data to and extract data from the ALMIS database.
- Continuous—Update the content as new data are released.
- March 2005—Provide updated occupational license data to the NCSC to be included in ACINet.

Estimated costs

\$112,103

2. Produce and disseminate industry and occupational employment projections.

Using the ALMIS Projections Consortium methods, LMID will

- Develop short-term industry and occupational projections for California for 2004-6 using the North American Industry Classification System (NAICS) and Standard Occupational Classification System (SOC)
- Develop NAICS-SOC based long-term industry and occupational projections for California and the large Metropolitan Statistical Areas (MSAs), with projections for the smaller MSAs and counties to follow.
- Publish occupational projections on our Internet web site, paired with wage data so that high wage, high demand occupations can be easily identified.

- Continue to work on building local NAICS historical time series data and supplementing the local time series where feasible.
- Maintain our membership on the Technical Issues and Research Committee of the Projection Managing Partnership and attend ALMIS Projection training as State imposed travel restrictions will allow.

Planned milestones

- Statewide Long-Term Occupational Projections 2002-2012 by September 30, 2004.
- Statewide Short-Term Occupational Projections 2004-6 by June 30, 2005
- Sub state Long-Term Occupational Projections 2002-12—Develop large projections, by June 24, 2005; small county projections, by December 16, 2005

Estimated costs

\$497,434 plus leveraged funding

State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables

3. Provide occupational and career information products for public use.

In cooperation with the State Board and in support of the California Regional Economies Project, the President's High Growth Job Training Initiative and the Employment and Training Administration direction, LMID will

- Develop career and recruitment-related materials, with the suggested focus this year on employment in manufacturing industries. Research and analyze new and changing occupations that cut across many industries in the Manufacturing Sector. Analyze the skills, knowledge, abilities, education requirements, work-related tasks, statewide and regional outlook information and produce unique occupational profiles designed as a career exploration tool to attract more high school and college students to the manufacturing field. The profiles will focus on entry level through the more technical and professional manufacturing occupations.
- Develop California Occupational Guides for select occupations in the construction industry in support of the current Regional Economies initiative.
- Survey California licensing agencies and update the occupational licensing information housed on the Department of Labor's America's Career InfoNet (ACINet) web site.
- Respond to ad hoc requests for occupational research and produce custom reports. Research and update existing occupational products.

Planned milestones

- By June 30, 2005, format the career profiles for the manufacturing industry into printer ready versions to be published on the LMID web site.
- Update the California Occupational Licensing data and information on the ACINet web site by March 2005, in conjunction with the On-line Systems Team.
- On a flow basis, during 2004-5, focus on updates and new additions related to the Construction Industry (trades) occupations in the California Occupational Guides.

Estimated costs

\$374,426 (plus leveraged resources)

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

4A. Provide Public Information Services,

- Produce local analyses focused on county level data and the needs of local workforce development agencies as a source of information to identify potential high growth industries and occupations. These products will include a range of labor market information, census and demographic data sources to provide trend analysis that can be used by local economic developers and workforce agencies at a regional or county level. Deliver these analyses and products on the www.LaborMarketInfo.edd.ca.gov web site.
- Provide public information call center services. The call center staff responds to an average of 300 calls per month, plus a similar number of e-mail requests.
- On an annual basis, produce customized *Planning Information Packets* for Local Workforce Investment Boards program planning and targeting of services.
- Upon request, provide custom data runs from the Quarterly Census of Employment and Wages (QCEW) (formerly called the ES 202).
- Coordinate with custom QCEW data requesters to determine their eligibility for confidential data.
- Disseminate industry and labor force data.

Planned milestones

- Local analyses of labor market trends formerly included in the *County Snapshot* series will be transitioned to feature articles and content in the www.LaborMarketInfo.edd.ca.gov web site. This site is now on-line.
- The annual *Planning Information Packets* are scheduled to be available to Local Workforce Investment Boards on-line in February 2005.

Estimated costs

\$559,806

4B. Coordinate customer outreach and marketing,

- Insure the development of demand driven products, publications, information services and marketing materials, focusing on timely, informative and user-friendly products;
- Review and evaluate products for customer usability along with associated outreach activities;
- Coordinate surveys and focus group sessions to assess customer satisfaction and identifying ideas for improving products and services.
- Develop and update web based interactive customer profiles.

Planned milestones

These are ongoing activities

Estimated costs

\$206,000

4C. Conduct Original Labor Market Research

- Examples include conduct studies that provide necessary data in support of the California Regional Economies Project and the State Board's High Growth-High Wage Priorities;
- Examine labor supply and demand issues;
- Extract, analyze and disseminate aggregate job matching statistics from the CalJOBS system to support labor supply analysis;
- Coordinate with the Census Bureau to produce and distribute labor turnover and job growth statistics by industry and area;
- Produce quarterly data on new business formation in California; and
- Participate in studies designed to identify and resolve labor supply problems in selected industries.

Planned milestones

- Consistent with the President's High Growth Job Training Initiative, produce a report by March 2005 using California Regional Economies Project and Local Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) data to identify high growth/high demand industries with a particular focus on Manufacturing.
- On a quarterly basis, provide the Census Bureau with regular flows of wage records and QCEW data to support the Census Bureau's LED Program.
- Provide training as requested in the use of the Quarterly Workforce Indicators (QWI) and access to these data via the Internet. Retrieve QWI data to meet the needs of special requests and studies.
- Update the California Regional Economies Project database by adding annual average data for calendar year 2003. Provide custom runs from the database, upon request, to meet the needs of the CWIB and Local Workforce Investment Boards in their studies of regional economies by providing linkage to the LED/QWI for select regions.

- Maintain data flow from CalJOBS to support detailed occupational analysis of labor supply issues. Update the system of EXCEL spreadsheets with monthly files that display applicants and openings by industry and occupation, and also display the relationship between applicants and openings.
- Produce and disseminate a report on Agricultural Employment and Earnings Trends in the San Joaquin Valley by September 2004, using the Statewide Agricultural Labor Report produced in September 2003 as a model.
- On an ongoing basis, monitor the Nurse Workforce Initiative (NWI) project related to health care in California.
- By September 2004, provide data to researchers at the University of California, Los Angeles, to support their evaluation of the NWI.
- Produce quarterly statistics on New Business Formation in California by September 2004, December 2004, March 2005 and June 2005.
- Produce and disseminate a report in response to AB 2410 (Chapter 1042, Statutes of 2002) regarding the Entertainment Industry by December 2004.
- Working with the ten-state Supply/Demand Consortium, contribute to the design and implementation of a web-based delivery system for occupational and industry data on education and program training completers, employment projections, and industry supply/demand measures. Prepare computer programs to produce California data to load on the Consortium web site, which can also be used by other states to produce and load their data.
- Using LED data, present a detailed research report at the statewide and regional levels by June 2005. The report would:
 - Develop profiles of both workers and industries in the State.
 - Identify high growth industries and occupations within those industries and analyze the findings in terms of skills sets required to fill these jobs and their likely effect on supply-demand situations in the labor market.
 - Track exit and entry rates of workers by industry, gender, age and geography.
 - Analyze average earnings of core employees who show a relatively stronger attachment to the labor market compared to new hires earnings.
 - In the context of job creation and job destruction, measure the proportion of new jobholders and describe the industries hiring them.
 - Identify industrial sectors engaged in advanced manufacturing and analyze their potential labor market impact.

Estimated costs

\$235,234 (plus leveraged resources)

4D. Collect and deliver agricultural employment data.

This proposal enables LMID to continue to respond to customer requests for agricultural industry data in California and the local areas. LMID collects these data through a survey of agriculture employers in California and produces agricultural industry estimates for the State as a whole and for six agricultural regions, and total agricultural employment for each of California's 58 counties. This program parallels the nonfarm Current Employment Statistics (CES)

program and leverages a working relationship with the National Agricultural Statistics Service, U.S. Department of Agriculture, which was established in 1996.

Planned milestones

- Produce monthly agricultural employment estimates for California and six geographic regions—ongoing monthly activity.
- Disseminate data in the California Agricultural Bulletins via the Internet and in print—ongoing
- Benchmark the employment data to the ES-202 file of universe employment—annually, by March 2005.

Estimated costs

\$90,874 (plus leveraged resources)

4E. Produce maps for One-Stop decision makers.

This proposal will allow the LMID to use Geographic Information Systems (GIS) technology to meet customer demand for EDD products to analyze and display data spatially. The geo-spatial display of data using mapping technology reveals patterns in LMI that are not readily visible in tabular data. LMID uses GIS to simplify complex jurisdictional boundaries, increase communication and enhance decision-making.

The LMID has developed interactive mapping applications to pilot an expanded use of analytical mapping capability. The system has been installed on the LMID Intranet. This will allow the Division's Labor Market Consultants who are located throughout the state to provide technical assistance for local customers by creating maps for One-stop customers and Local Workforce Investment Boards. Some of the features that will be included are interactive query capabilities such as displaying and viewing multiple data sets and the ability to conduct queries for specialized analysis. The system will allow generation of maps of labor force data, CalWORKS data, UI Claim data and selected census demographic data. The system will also make data available in different geographies, such as for Local Workforce Investment Areas (LWIA) and for the nine California Economic Strategy Panel Regions. It is also a powerful tool to assist in providing analysis for the California Regional Economies Project.

Planned milestones

- Geo-code One Stop Career Center locations, and modify Local Workforce Investment Areas map boundaries to include semi annual updates by
- September 30, 2004 and February 28, 2005. Provide maps of Local Workforce Investment Areas to the CWIB including One-Stop locations, incorporating semi-annual updates by December 31, 2004 and June 30, 2005.
- Update LWIA maps within 30 days of changes to area boundaries.

- Respond to ad hoc request for geo-spatial analyses, including maps, on an ongoing basis throughout the year.
- Evaluate new sub-county data sets from other sources that may be made available to customers through our GIS services.
- Develop an interactive mapping system for the LMI Intranet, including training Labor Market Consultants to create maps for One-stop customers and Local Workforce Investment Boards by October 1, 2004; provide CWIB staff with access to this system October 29, 2004; and conduct an evaluation of the system by October 29, 2005.

Estimated costs

\$275,535

4F. Produce small county industry employment data.

This proposal will allow the LMID to continue to produce small area (non CES) industry payroll employment estimates for the 33 smallest counties in the State at the detail previously provided. This effort parallels the nonfarm Current Employment Statistics (CES) program for the 17 largest Metropolitan Statistical Areas, which covers 25 counties. The production of small county industry data allows Local Workforce Investment Boards to make comparisons across geographic regions. In addition to producing small area industry employment estimates, this proposal will allow LMID to respond to inquiries for local industry employment estimates at the county level.

Planned milestones

- Produce monthly estimates of industry payroll employment on a regular schedule, usually on the second Friday of each month.
- Disaggregate MSA level industry data into county breakouts annually, July 2005.

- **Estimated costs**

\$146,681

5. Maintain and enhance electronic state workforce information delivery systems.

- Maintain and improve California's new web site, www.labormarketinfo.edd.ca.gov and provide users with access to the labor market information stored in the ALMIS database. The old site, www.CALMIS.ca.gov, will be used to provide functionality not initially available through the *LaborMarketInfo* application. The web application includes on-line "tours" to assist customers learn to use the new site, portal pages which address specific customer information needs, a personal page option to allow the customer to store data queries, and a "data library" to allow customers to easily download and format data of interest to them.
- Maintain and host the www.WorkSmart.ca.gov English and Spanish web sites. *WorkSmart* is an application designed for entry level job seekers, with information on entry level jobs and possible career ladders up from these jobs, job search and soft skills advice.

- Maintain and enhance the Intranet Customer Database, the storage device for our customer information—contact information, usage and customer satisfaction.
- Coordinate web site content development review and approval through the division's Editorial Board to ensure that web articles are easily readable and have a consistent look and feel.

Planned milestones

- Maintain and update existing systems, ongoing.
- Launch and continue to populate the new www.LaborMarketInfo.edd.ca.gov web site, completed mid-August 2004.
- Merge significant portions of the CALMIS web site into the www.LaborMarketInfo.edd.ca.gov web site to eliminate any redundancy, by December 2004.
- Publish High Growth Industry profiles on-line, to facilitate customized data queries, by February 2005.

Estimated costs

\$343,254

6. Support state workforce information training activities.

Labor Market Information Division will address workforce training using a combination of tools and services.

- Provide written (ranging from simple guidance to Frequently Asked Questions (FAQs), telephone-based, one-on-one, and classroom instruction (at customer request) on using the new ALMIS based www.LaborMarketInfo.edd.ca.gov web site.
- Update the On-Line Users' Guide for Job Service and Unemployment Insurance staff.
- Continue to provide individual and group training on other labor market information products and services based on the needs and requests of local board and other staff serving businesses and job seekers through California's network of One-Stop Career Centers.
- More broadly, the Area Services Group of LMID will leverage their existing WIA and Job Services funding to extend the reach of the limited training funds available through the Workforce Information Grant.

Planned milestones

Ongoing as needed.

Estimated costs

\$50,000 (Leveraged with other funds)